



Wisconsin Public Television

## NEWS RELEASE

July 10, 2017

**For More Information:**

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### Community Invited to Attend Free Entrepreneurship Presentation

Community members are invited to attend a free presentation on entrepreneurship and its role in a thriving economy 6 p.m. July 19 in the Aylward Gallery at University of Wisconsin-Fox Valley. University of Wisconsin-Madison/Extension economic development specialist **Tessa Conroy** will present “Entrepreneurship in Economic Development,” a lecture that will also be recorded by Wisconsin Public Television (WPT) for statewide broadcast and online viewing as part of its **University Place** series later this year.

Admission to the lecture is free and open to the public. Attendees are asked to be seated 15 minutes before the lecture begins. Seating is on a first-come, first-served basis. Space in the gallery is limited.

During her presentation, Conroy will outline how entrepreneurship is a key component of economic development. She’ll share how new businesses are linked to income growth, poverty reduction, innovation, stability and job creation, how nearly one-third of job growth in the U.S. comes from new firms, and why enhancing entrepreneurship is a promising economic development strategy, particularly in rural areas.

Giving viewers a free, front-row seat to some of the best and brightest minds in Wisconsin and beyond, **University Place** is a virtual lecture series covering a wide range of fascinating, relevant, contemporary and historic subject areas. With a growing library of more than 1,300 archived video presentations, **University Place** includes science lectures on topics ranging from stem cells to black holes to botany, and Wisconsin history and culture lectures ranging from the Civil War to cheese making to historic bars and breweries. Other topics covered in the lectures, panel discussions, interviews and performances include entrepreneurship, the environment and climate change, medical research, best practices for small businesses, the future of public education and many more.

**University Place** lectures are broadcast each day on The Wisconsin Channel, WPT’s second digital broadcast channel. Find full program schedules, watch the full archive of

A service of the  
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Access releases and images  
for programs online in  
the **WPT Press Room**  
<http://www.wpt.org/pressroom>

**University Place** lectures on demand and sign up for monthly email updates at [wpt.org/universityplace](http://wpt.org/universityplace).

WPT is a service of the Educational Communications Board and University of Wisconsin-Extension.

Wisconsin Public Television is a place to grow through learning on WHA-TV, Madison; WPNE-TV, Green Bay; WHRM-TV, Wausau; WLEF-TV, Park Falls; WHLA-TV, La Crosse; and WHWC-TV, Menomonie-Eau Claire.

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